

ABSTRACT

DISSERTATION/THESIS/RESEARCH PAPER/CREATIVE PROJECT:

Prevalence, Attitudes, and Social Cognitive Correlates of College Students Use of Complementary and Alternative Medicine

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Little research has been published addressing college students' use of complementary and alternative medicine (CAM) and their attitudes toward CAM. This study measured the prevalence and type of complementary and alternative medicine (CAM) use among a sample of college students, assessed college students' attitudes toward CAM, and investigated the relationship between select social-cognitive constructs and demographic variables as predictors of CAM use among the college population. A modified web based survey instrument originally developed by Nowak and Dorman (2008) was used to sample a cohort of college students attending Ball State University in the fall semester of 2011. Findings show high rates of CAM use and an overall positive attitude toward CAM from this sample. Observational learning, outcome expectancies, gender, and age were identified as significant correlates of CAM use. Having a better understanding about college students' use of CAM and attitudes toward CAM can help

impact the future of healthcare services and health education in United States (U.S.) universities.